

The logo features the text "Walk & Roll to School Days" in a stylized, rounded, blue font with a thick blue outline. The text is arranged in three lines: "Walk & Roll" on the top line, "to School" on the middle line, and "Days" on the bottom line. The text is centered within a large, faint, orange circular background that resembles a sun or a wheel. The entire logo is enclosed in a solid orange rectangular border.

# Walk & Roll to School Days

GUIDEBOOK

Version 1. 2006-07

# Walk & Roll to School Days

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Walk & Roll to School Days is a program of Safes Routes to Schools, a project of the Transportation Authority of Marin.



## Introduction

Walk and Roll to School Days are a weekly or monthly event that encourages students to walk and bike to school through rewards and outreach. This event is the main activity that instills the Safe Routes to Schools program as part of the culture of your school. During a Walk and Roll to School Day, volunteers host a greeting table with food and/or rewards for students that walk and bike to school. Special Walking School Buses or Bike Trains can also be organized as a way to encourage groups of students to travel together. The set-up and regularity of the event's occurrence varies according to the school and the availability of volunteers.

**Walk and Roll to School Days encourage physical fitness through a healthy and active lifestyle and have the following goals:**

- To share the joys of walking and biking
- To reduce traffic congestion and speed near schools
- To teach children safe walking and bicycling behavior
- To teach children independence and self-confidence
- To reduce air and water pollution
- To reclaim neighborhood streets

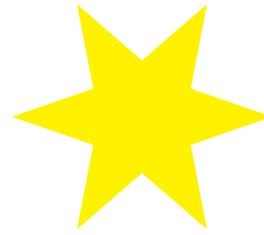
# Words of Wisdom from a Team Leader

"Three or four years ago, we put out a call for parents who would be willing to man our Wednesday Walk and Roll to School Day table. We usually have about 10 volunteers a year, meaning that one person hosts a table every 10 weeks, which isn't bad.

We ask that the volunteer bring snacks to give to participants, preferably not cookies or sweets. The parent sets up an old card table in our playground from 8:00 to 8:30 AM, and kids who walk, roll or now carpool are eligible for a treat and a thanks. We try to use this presence to publicize Safe Routes to Schools more. During contests, the table acts as the pick-up point for prizes, supplies and information. We post a big, yellow Safe Routes to Schools banner over the table to make ourselves really visible.

For next year, I have suggested that the new team at Manor try to get fifth graders to run the table. My thought is that the students may be better able to encourage more kids to participate."

- Deirdra Rogers, Manor School Team Leader

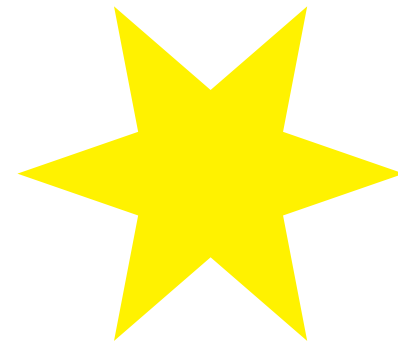
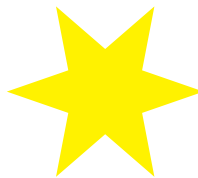


## Publicity

Students can be informed of this event in many ways. Suggested strategies include posting regular notices in the newsletter, sending a note home to parents at the beginning of the year, providing regular school-wide announcements through both the principal and the teachers, and posting colorful banners and signs around school. The Tam Valley School Team suggests providing small cutouts of vans, footprints and bicycle wheels at the sign-in tables. Each week the students sign their name on the cutouts and at the end of the month (or whenever there is a nice opportunity to create a bulletin board or decorate the gym) hang up all the cutouts!

## Snacks and Rewards

The greeting tables offer a wonderful incentive for kids to walk and roll to school because they are stocked with snacks and/or rewards. How you provide these items is up to you, and it's best to start by developing a list of the foods and rewards you'd like to distribute throughout the event's duration. Some suggestions include: ask the school administration and/or the PTA to purchase the items, raise funds from parents to purchase the items, solicit donations from local businesses, and bake or purchase treats yourself.



# Announcements



## LOUDSPEAKER ANNOUNCEMENTS

Tomorrow is Walk and Roll to School Day. Stop by the tables located at \_\_\_\_\_ to pick up food and prizes tomorrow morning. Remember always wear your helmet if you are biking and never walk with strangers. When you walk or bike to school, you can stay healthy and help the environment. Try it tomorrow; you'll like it!

Walk and Roll to School Day is tomorrow! Start your day with fresh air and receive a free snack. When you walk or bike to school, you are staying fit and helping to keep our air clean. Grab your helmet, hop on your bike and ride safely. Remember to never walk with a stranger. Pick up some food and a prize at \_\_\_\_\_. Try out Walk and Roll to School Day, you'll like it!



## NEWSLETTER ANNOUNCEMENTS

\_\_\_\_\_ (enter day) is Walk and Roll to School Day. Walking and biking to school is a fantastic way to instill healthy, fun habits in your child. It is a great excuse to gather with your neighbors and clear your mind before school and work. Teach your child safe crossing techniques and always use the crosswalks. Volunteers will be hosting welcome tables located at \_\_\_\_\_ to give out food and other goodies. Give it a try and you will be hooked!! For more information about walking, biking or carpooling with neighbors, commute safety tips, or to volunteer, please call \_\_\_\_\_ (provide name and phone number).

Every \_\_\_\_\_ (enter day) is Walk and Roll to School Day. For this event, students will be rewarded with a breakfast snack when they arrive at school and check in at the welcome table. Avoid the long traffic line and spend quality time with your child outdoors. Send your child off to school with a smile and a helmet if they are on a bicycle. For more information about a safe route to your school or to volunteer, please call \_\_\_\_\_ (provide name and phone number).

# Checklists



## Supplies

- ☐ Volunteers - two or three
- ☐ Signs and banners
- ☐ Sign-in sheets on clipboards
- ☐ Safe Routes to Schools tabling materials
- ☐ Trash container
- ☐ Tables and chairs
- ☐ Food and/or giveaways
- ☐ Balloons (optional)

## Coordination Tasks

- ☐ Inform the school administration and the PTA of the event
- ☐ Solicit funding or donations of food and treats
- ☐ Recruit volunteers and enter them on your volunteer list
- ☐ Develop and post banners and signs
- ☐ Send event flyer to parents through backpack mail
- ☐ Post event announcement in the school newsletter
- ☐ Ask Principal to make loudspeaker announcements and provide script
- ☐ Coordinate weekly/monthly welcome tables and volunteers

# Setting up Walking School Buses and Bike Trains

Parents are often more willing to allow their children to participate in walking and biking to school if they know there are other responsible adults accompanying their children, or if their child is part of a group. You can help parents find others in their neighborhood by:

- Setting up a SchoolPool program at your school (see SchoolPool package)
- Finding neighborhood leaders who are willing to organize Walking School Buses or Bike Trains
- Setting up a staging area where children can meet and walk together to school



## Walking School Bus

A Walking School Bus is a group of children led by adult volunteers who walk to school together. Often they wear retro-reflective vests or other items with high visibility. Sometimes the adult pulls a wagon carrying the students' backpacks and projects.

## Bike Train

A Bike Train is the same thing, only on bikes. Bike Trains are better suited for older students who are comfortable riding; they also require more adult volunteers per child.

## Staging Areas

Staging areas are for students who live too far from school to walk all the way from home. Use a church parking lot or a shopping center that is approximately  $\frac{1}{2}$  mile from the school. Recruit parent volunteers to accompany the children. There should be at least two adults, one at the front of the group and one at the rear. With a large number of children, more adults are needed because the kids can get spread out, there are more heads to keep track of, and there could be more instruction needed depending on the children's ages. Announce the staging areas and the time of departure in your announcements for your Walk and Roll to School Day.

# Walk & Roll to School Days Volunteer Job List

Task	Name	Phone #	Email	Dates Working
Teachers/administrators communication				
Food and rewards funding/donations solicitation				
Posters/banners creation				
Posters/banners display				
Backpack mail flyer distribution				
Newsletter article coordination				
Loudspeaker announcement coordination				
Walking School Bus and Bike Trains coordination				
Welcome tables coordination				
Welcome table #1 Host				
Welcome table #1 Host				
Welcome table #2 Host				
Welcome table #2 Host				
PTA attendee				

# Food and Rewards Donation Request Letter

## Walk & Roll to School Days

Manager's Name  
Name of Business  
Street address  
Town, CA zip

Date

Dear \_\_\_\_\_ (Manager's name):

This year, \_\_\_\_\_ (name of school) will be hosting a Walk and Roll to School Day on \_\_\_\_\_ (list every day of your school's event). We are seeking donations of drinks, snacks, and small prizes for distribution to students who walk and bike to school. We believe your business will benefit greatly by contributing to our regularly scheduled event, and would like to request a donation from you. We are seeking \_\_\_\_\_ (insert one of the descriptions below).

- a week of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX of cookies/apples/etc.)
- a month of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX of cookies/apples/etc.)
- a year-long supply of small prizes (XX pencils, stickers, pens, balls, etc.)

In exchange for your donation, your business will receive:

- ✓ Recognition in the quarterly Safe Routes to Schools newsletter, distributed to 2000 people.
- ✓ Publicity on our event welcome table to our entire school population.
- ✓ Recognition in our school newsletter.
- ✓ A tax-deductible donation receipt.

The Safe Routes to Schools program in Marin County is a national model that is setting the example for increasing the amount of safe youth walking and biking to school. By integrating health, fitness, traffic relief, environmental awareness and safety under one program, the Safe Routes to Schools program witnessed outstanding results in its first year: children walking to school increased from 14 to 23 percent, while the number of students biking to school doubled from 7 to 15 percent. Now in its fifth year, Safe Routes to Schools is working with over 30 schools in Marin.

Thank you in advance for supporting the health and happiness of your community. I will call you next week to answer any questions you have about this request. You may also contact me at \_\_\_\_\_ (your phone number) or \_\_\_\_\_ (your email address).

Sincerely,

\_\_\_\_\_ (Your name)

**JOIN THE CRAZE!**

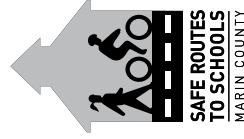
# Walk & Roll to School Days

## HEALTHY HABITS = HEALTHY HEARTS

- Explore the paths of your neighborhood.
- Spend quality time with your child.
- Start the year with a great new habit!

**Join us on  
for Walk and Roll to School Days!**

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: : : : :  
For more information contact: : : : : :  
.....



Walk & Roll to School Days is a program of Safes Routes to Schools,  
a project of the Transportation Authority of Marin  
For more information please call 415-456-3469 ext. 2#





# SAFE ROUTES TO SCHOOLS PROGRAMS



Safes Routes to Schools is a project of the Transportation Authority of Marin.